



3 1761 11635281 6

Canada. Statistics bureau  
[General publications]  
[G-9] Summary of retail facts,  
credit and commodity sales, size of  
business, operating expenses,  
Alberta. 1934.

63-  
D-97







**CANADA**

**DOMINION BUREAU OF STATISTICS**

**CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS**

*[General publication]*

---

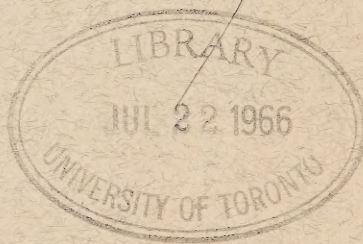
**SUMMARY OF RETAIL  
FACTS, CREDIT AND COMMODITY  
SALES, SIZE OF BUSINESS,  
OPERATING EXPENSES**

**ALBERTA**

---

Published by Authority of the HON. H.H. STEVENS, M.P.,  
Minister of Trade and Commerce.





1096982

Government  
Publications

AUG 12 1988



Published by Authority of Hon. H. H. Stevens, M.P.,  
Minister of Trade and Commerce.

---

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.

Internal Trade Branch  
Chief: H. Marshall, B.A., F.S.S.

---

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS, 1931.

Alberta - Summary of Retail Facts, Credit and Commodity Sales,  
Size of Business, Operating Expenses

This bulletin presents some of the final results of the Census of Merchandising and Service Establishments, covering the retail trade in Alberta during the year 1930. The data that are given in this report show, for the first time, the size of retail stores, grouped according to annual sales, and the proportion of credit business done in retail stores. The first comprehensive figures of operating expenses are also presented, and an initial effort has been made to analyze the commodity sales of merchandising establishments.

The completeness of the information which can be furnished for the retail trade is determined largely by the extent to which retail store operators keep accurate and detailed records of their activities. While every effort has been made to ensure that the figures which are given in the tables are representative, special note should be taken of the proportion of the total business which is conducted by those firms which were able to furnish the details requested in each case. For example, the extent to which stores have reported their sales by commodities ranges from almost 100 per cent in the case of department stores, to less than 10 per cent in the case of confectionery and delicatessen stores. The information on expenses and credit business is also more complete for some kinds of business than for others.

While this bulletin presents certain of the more significant results of the Census, space could not be found for a great deal more valuable and detailed information on retail trade. The complete results of the Census will be contained in the reports which are now being prepared for printing.

Table of Contents

	<u>Page</u>
Standard Summary of Retail Facts ...	2
Summary of Retail Trade, 1930 .....	3
Types of Operation .....	4
Credit Business .....	5
Size of Business .....	6
Operating Expenses .....	8
Commodity Sales .....	10



Standard Summary of Retail Facts

Alberta

	Retail merchan- dising estab- lishments	Retail service establishments
Total population .....	731,605	731,605
Ratio of retail workers (full-time and part-time employ- ees and active proprietors) to total population .....	3.21	.86
Number of retail stores .....	8,592	2,881
Total sales or receipts .....	\$ 176,537,100	\$ 13,434,500
Population of places less than 1,000 .....	503,723	503,723
Sales or receipts in places of less than 1,000 .....	\$ 57,511,700	\$ 2,475,700
Population of incorporated places 1,000 - 10,000 .....	41,135	41,135
Sales or receipts in incorporated places 1,000 - 10,000. ....	\$ 25,064,900	\$ 1,320,800
Population of incorporated places 10,000 - 30,000 .....	23,789	23,789
Sales or receipts in incorporated places 10,000 - 30,000 ....	\$ 13,014,800	\$ 1,025,300
Population of incorporated places 30,000 and over .....	162,958	162,958
Sales or receipts in incorporated places 30,000 and over ....	\$ 80,945,700	\$ 8,612,700
Full-time employees (average number throughout the year)		
male .....	9,638	2,081
female .....	3,439	718
Part-time employees (average number throughout the year)		
male .....	1,354	414
female .....	590	62
Proprietors actively engaged in retailing .....	8,469	3,040
Total annual pay-roll, all stores .....	\$ 15,563,100	\$ 3,212,000
Average annual salary per full-time employee .....	\$ 1,143	\$ 1,094
Average annual salary per part-time employee .....	\$ 317	\$ 314
Average rental cost (leased premises), per cent of sales	3.93	9.88
Proportion of sales in leased premises to total sales in the province .....	60.67	58.28
Proportion of total sales by --		
Single store independents .....	62.24	84.01
Single stores in voluntary chains .....	5.26	-
Two- and three-store multiples .....	7.69	2.67
Local chains .....	.79	2.38
Provincial, sectional and national chains .....	22.16	10.05
Proportion of stores with sales of less than \$10,000 annually, to total number of stores .....	53.76	92.87
Proportion of total sales of such stores to total sales all stores .....	9.98	36.54
Proportion of stores with sales of \$10,000 - \$49,999 annually .....	38.75	5.60
Proportion of total sales .....	41.03	23.87
Proportion of stores with sales of \$50,000 - \$199,999 annually .....	6.80	1.25
Proportion of total sales .....	27.32	23.70
Proportion of stores with sales of \$200,000 and over annually .....	.69	.28
Proportion of total sales .....	21.67	15.89



ALBERTA - Summary of Retail Trade, 1930

Statistics for retail merchandising

Group	Number of stores	Full-time employees			Net sales (1930)	Per cent of total sales
		Male	Female	Salaries & wages		
				\$	\$	
Total .....	8,592	9,638	3,439	14,947,000	176,537,100	100.00
Food group .....	2,153	1,391	373	1,562,700	29,137,600	16.51
Country general stores .....	1,200	961	287	1,278,200	28,756,900	16.29
General merchandise group .....	93	1,045	1,321	2,753,900	23,198,500	13.14
Automotive group .....	1,115	1,988	69	2,828,400	31,120,100	17.63
Apparel group .....	489	461	385	1,016,600	11,087,700	6.28
Building materials group .....	762	1,074	58	1,478,100	15,574,000	8.82
Furniture and household group .	156	475	116	837,000	5,353,600	3.03
Restaurants, cafeterias and eating places .....	483	838	552	1,088,600	5,996,400	3.40
Other retail stores .....	2,018	1,353	274	2,046,300	25,548,800	14.47
Secondhand group .....	123	52	4	57,200	763,500	.43

Statistics for retail services

Group	Number of establishments	Full-time employees			Receipts (1930)	Per cent of total receipts
		Male	Female	Salaries & wages		
				\$	\$	
Total .....	2,881	2,081	718	3,062,400	13,434,500	100.00
Amusement and recreation group	330	357	69	529,200	3,279,600	24.42
Business services group .....	27	54	12	127,000	808,300	6.02
Domestic services group .....	323	339	447	733,000	1,861,200	13.85
Educational services group ...	14	17	24	47,900	109,700	.82
Personal services group .....	594	203	104	323,400	1,339,400	9.97
Photography .....	60	33	18	55,800	363,100	2.70
Undertaking and burial .....	54	32	7	67,200	498,800	3.71
Repair and service shops .....	952	242	5	273,900	1,899,900	14.14
Storage and transportation group	380	708	24	786,600	2,809,200	20.91
Miscellaneous services .....	147	96	8	118,400	465,300	3.46



Table 1.—ALBERTA — Retail Merchandise Trade, 1930, by Types of Operation

Type of operation	Number of stores	Full-time employees		Net Sales (1930)	
		Number	Salaries & wages	Amount	Per cent of total sales
			\$	\$	
Total, All Stores .....	8,592	13,077	14,947,000	176,537,100	100.00
Single store independents .....	6,619	7,389	7,898,500	109,881,000	62.24
Single stores (in voluntary chains) ...	310	430	443,000	9,279,000	5.26
Two-store multiples .....	244	734	1,001,200	9,999,700	5.67
Two-store multiples (in voluntary chains) .....	16	24	22,900	502,300	.29
Three-store multiples .....	81	248	282,100	2,771,000	1.57
Three-store multiples (in voluntary chains) .....	7	17	14,900	278,400	.16
Local chains (4 stores and over) .....	36	219	196,300	1,400,900	.79
Provincial chains .....	320	686	1,034,600	11,749,800	6.66
Sectional chains .....	166	1,284	1,518,500	10,787,400	6.11
National chains .....	118	1,617	1,954,400	16,572,700	9.39
Other types of operation .....	675	429	580,600	3,314,900	1.86
Grocery stores (without meat) .....	713	509	459,000	11,906,200	100.00
Single store independents .....	548	264	205,900	7,008,800	58.87
Single stores (in voluntary chains) .	96	85	67,600	1,919,700	16.12
Two-store multiples .....	9)				
Three-store multiples .....	4)	58	51,500	924,200	7.76
Local chains (4 stores and over) ....	12)				
Provincial chains .....	44	102	134,000	2,053,500	17.25
Combination stores (groceries and meats)	185	285	284,000	5,037,400	100.00
Single store independents .....	120	90	71,100	1,860,000	36.92
Single stores (in voluntary chains) .	24	29	26,800	616,600	12.24
Two-store multiples .....	2	(X)	(X)	(X)	(X)
Three-store multiples .....	4	(X)	(X)	(X)	(X)
Local chains (4 stores and over) ....	1	(X)	(X)	(X)	(X)
Sectional chains .....	9	(X)	(X)	(X)	(X)
National chains .....	25	(X)	(X)	(X)	(X)
Lumber and building materials (including those selling coal and wood) ....	379	627	868,500	7,337,700	100.00
Single store independents .....	68	136	167,200	1,855,600	25.29
Two-store multiples .....	10	11	22,600	173,500	2.36
Provincial chains .....	189	293	436,200	3,410,400	46.48
Sectional chains .....	112	187	242,500	1,898,200	25.87

An (X) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.



Number of Stores and Amount of Sales Classified According to Degree of Credit, for Selected Kinds of Business  
(Sales expressed in thousands of dollars)

Proportion of credit business	Total, All Stores Reporting (1)		Confectionery		Grocery		Grocery with meats		Meat markets with groceries		Meat markets		Country general stores	
	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$
Total stores reporting	4,662	95,392	309	2,397	454	6,884	63	1,258	35	570	234	3,893	765	19,691
All cash .....	1,275	18,479	207	1,565	121	1,096	6	190	4	54	29	323	76	1,980
1 - 10 per cent .....	710	10,930	71	636	76	1,280	5	73	4	53	30	546	94	1,827
11 - 20 per cent .....	503	8,532	14	101	41	492	9	111	2	13	25	334	108	2,584
21 - 30 per cent .....	407	7,562	5	31	25	278	4	68	5	63	25	462	95	2,196
31 - 40 per cent .....	415	9,639	3	21	40	618	5	84	1	20	30	452	107	3,007
41 - 50 per cent .....	396	11,679	5	37	44	706	10	258	6	113	28	404	103	2,830
51 - 60 per cent .....	289	8,492	2	3	33	648	4	59	4	64	25	536	70	2,194
61 - 70 per cent .....	293	9,218	2	3	36	857	9	123	4	107	26	595	61	1,884
71 - 80 per cent .....	180	5,604	-	-	17	368	3	113	2	25	11	162	30	495
Over 80 per cent .....	194	5,258	-	-	21	541	8	180	3	54	5	79	21	693

Proportion of credit business	Automobile dealers		Men's & boys' clothing and furnishings		Women's ready-to-wear		Shoe stores		Hardware		Coal & wood yards		Drug stores	
	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$
Total stores reporting	170	13,541	69	1,808	42	2,023	47	995	199	4,596	43	294	218	3,538
All cash .....	-	-	25	594	23	1,078	22	647	15	184	8	36	71	1,257
1 - 10 per cent .....	12	552	19	583	2	61	13	221	12	164	4	29	79	1,277
11 - 20 per cent .....	19	796	6	179	5	373	6	66	27	510	4	34	34	488
21 - 30 per cent .....	19	889	7	194	3	72	4	51	25	375	5	36	19	290
31 - 40 per cent .....	22	1,899	8	182	3	35	1	5	39	715	3	28	5	120
41 - 50 per cent .....	25	3,763	3	38	3	290	-	-	36	1,153	4	31	4	65
51 - 60 per cent .....	26	2,097	-	-	1	18	1	5	25	690	3	9	3	31
61 - 70 per cent .....	27	2,293	-	-	1	35	-	-	12	435	3	22	-	-
71 - 80 per cent .....	11	1,058	-	-	1	63	-	-	8	371	5	18	3	11
Over 80 per cent .....	9	194	1	37	-	-	-	-	-	-	4	52	-	-

(1) All stores did not report the amount of credit business or whether all sales were for cash. This table includes only those establishments which reported they sell entirely for cash or that they make credit sales.



Table 3.--ALBERTA - Retail Merchandise

Stores Grouped according to Amount of  
(Sales expressed in

(An (X) indicates that figures are withheld to avoid disclosing

Annual sales	Total, All Stores (1)		Food group		Country general stores		General merchandise		Automotive	
	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$
1 Totals .....	8,544	175,200	2,115	28,084	1,200	28,757	93	23,199	1,115	31,120
2 Less than \$5,000.	3,054	6,464	825	1,826	165	388	14	40	371	839
3 \$5,000-\$9,999 ...	1,540	11,016	436	3,095	169	1,218	6	46	187	1,320
4 \$10,000-\$19,999 .	1,731	24,360	436	6,086	342	4,886	17	258	197	2,759
5 \$20,000-\$29,999 .	891	21,509	187	4,566	203	4,913	13	309	127	3,090
6 \$30,000-\$49,999 .	687	26,025	139	5,174	194	7,358	10	360	96	3,713
7 \$50,000-\$99,999 .	449	30,219	75	4,950	108	7,339	12	786	84	5,707
8 \$100,000-\$199,999	132	17,652	15	1,960	18	2,427	6	663	34	4,744
9 \$200,000 or over.	60	37,955	2	429	1	228	15	20,736	19	8,948

Selected Kinds of Business

Annual sales	Total, All Stores		Confectionery		Grocery		Grocery with meats		Meat markets with groceries	
	Per cent of stores	Per cent of sales	stores	sales \$	stores	sales \$	stores	sales \$	stores	sales \$
10 Totals .....	100.00	100.00	466	3,508	713	11,906	120	3,725	56	946
11 Less than \$5,000.	35.74	3.69	224	510	218	481	18	50	9	23
12 \$5,000-\$9,999 ...	18.02	6.29	135	934	124	878	16	115	12	95
13 \$10,000-\$19,999 .	20.26	13.90	80	1,067	164	2,302	32	456	19	279
14 \$20,000-\$29,999 .	10.43	12.28	12	296	89	2,180	15	384	8	180
15 \$30,000-\$49,999 .	8.06	14.85	11	375	71	2,638	13	497	6	236
16 \$50,000-\$99,999 .	5.26	17.25	3	209	40	2,644	21	1,380	2	133
17 \$100,000-\$199,999	1.54	10.07	1	116	7	783	3	414	-	-
18 \$200,000 or over.	.69	21.67	-	-	-	-	2	429	-	-

(1) In some instances only the net sales for a group of stores were reported instead of the volume of business for each unit. The figures for such establishments have not been included in this table.



Trade, 1930, by Size of Business

Annual Sales, by Kinds of Business

(thousands of dollars)

(individual operations, but these are included in the totals)

Apparel		Building materials		Furniture & household		Restaurants, cafeterias & eating places		Other retail stores		Secondhand group		
stores	sales	stores	sales	stores	sales	stores	sales	stores	sales	stores	sales	
	\$		\$		\$		\$		\$		\$	
489	11,088	760	15,463	156	5,354	479	5,951	2,014	25,422	123	764	1
131	284	119	322	45	93	213	437	1,093	2,076	78	160	2
99	734	158	1,208	26	190	122	852	316	2,208	21	146	3
94	1,308	251	3,542	28	384	62	878	287	4,018	17	241	4
54	1,289	108	2,564	12	285	36	881	147	3,528	4	85	5
52	1,951	72	2,675	15	581	23	841	84	3,297	2	75	6
42	2,879	36	2,398	15	1,006	15	1,016	61	4,082	1	57	7
14	1,932	13	1,913	8	1,012	8	1,047	16	1,954	-	-	8
3	710	3	843	7	1,802	-	-	10	4,259	-	-	9

Selected Kinds of Business

Meat markets		Automobile dealers		Filling stations		Hardware		Coal & wood yards		Drug stores		
stores	sales	stores	sales	stores	sales	stores	sales	stores	sales	stores	sales	
	\$		\$		\$		\$		\$		\$	
402	5,905	236	19,175	387	4,496	271	6,049	81	890	285	5,117	10
105	243	12	36	158	321	25	65	38	75	35	98	11
94	682	20	147	75	528	49	374	20	138	71	522	12
102	1,443	27	413	84	1,173	95	1,354	17	249	83	1,202	13
59	1,430	36	865	42	1,006	53	1,276	4	96	64	1,550	14
33	1,243	46	1,764	17	679	31	1,199	-	-	20	744	15
6	415	50	3,489	10	673	12	722	1	(X)	9	615	16
3	449	27	3,781	1	116	5	702	-	-	3	385	17
-	-	18	8,681	-	-	1	357	1	(X)	-	-	18



Table 4.--ALBERTA -- Retail Merchandise

Rent and Other

Kind of business	A. Stores in Leased Premises		
	Number of stores	Rent	Net sales (1930)
		\$	\$
Total, All Stores Reporting .....	3,739	4,204,700	107,112,500
1 Food group .....	1,150	685,900	18,838,700
3 Country general stores .....	332	222,000	9,764,600
4 General merchandise group .....	62	752,700	20,158,800
5 Automotive group .....	432	431,300	17,117,800
6 Apparel group .....	377	645,400	9,609,500
7 Building materials group .....	207	157,800	4,902,800
8 Furniture and household group .....	105	202,300	4,353,300
9 Restaurants, cafeterias and eating places .....	288	312,600	4,670,600
10 Other retail stores .....	695	733,100	17,149,400
11 Secondhand group .....	91	61,600	547,000
<u>Selected Kinds of Business</u>			
12 Confectionery stores .....	284	194,300	2,672,400
13 Grocery stores (without meat) .....	377	205,700	8,360,800
14 Grocery stores with meats .....	44	29,700	1,107,300
15 Meat markets with groceries .....	31	14,200	540,300
16 Meat markets .....	251	145,600	4,523,400
17 Department stores .....	8	631,500	16,923,900
18 Dry goods stores .....	30	46,100	718,400
19 General merchandise stores .....	18	19,600	1,305,100
20 Variety, 5-and-10, and to-a-dollar stores .....	6	55,500	1,211,400
21 Automobile dealers .....	90	217,000	11,690,300
22 Filling stations .....	32	16,300	306,800
23 Filling stations with tires and accessories .....	125	88,700	2,405,500
24 Garages .....	130	82,000	1,743,700
25 Men's and boys' clothing and furnishings stores .....	70	121,800	1,969,200
26 Family clothing stores .....	31	53,600	1,187,500
27 Women's ready-to-wear stores .....	59	186,300	3,102,600
28 Shoe stores .....	47	85,900	1,105,900
29 Hardware stores .....	135	116,100	3,025,100
30 Lumber and building materials .....	18	11,000	929,300
31 Lumber and building materials, coal and wood .....	3	1,800	137,700
32 Furniture stores .....	23	82,900	1,975,400
33 Coal and wood yards - including ice .....	28	5,900	555,100
34 Drug stores .....	174	225,900	3,739,700

(1) Not all establishments gave full particulars of operating expenses, and even some stores reporting rent failed to give amount of other expenses. Thus the totals do not necessarily include figures for all stores in leased premises.



Trade, 1930, by Kinds of Business

Operating Expenses

B. Operating Expenses Reported (1)							
Number of stores reporting	Proprietors not on pay-roll	Proprietors receiving a stated salary (2)		Salaries & wages of employees	All other expenses (including rent)	Net sales (1930)	
		number	salaries				
			\$	\$	\$	\$	
5,533	4,086	1,200	2,144,300	14,047,100	16,068,200	151,653,300	1
1,277	1,071	218	310,800	1,423,900	1,953,800	23,109,200	2
848	723	217	351,500	1,063,700	1,337,400	22,981,100	3
75	41	18	31,200	2,717,800	3,055,700	21,523,800	4
731	605	186	332,800	2,719,300	2,612,900	27,918,200	5
369	235	115	252,300	964,100	1,467,900	9,940,900	6
662	253	150	278,600	1,444,800	1,341,200	14,310,800	7
115	69	34	89,900	827,500	881,500	5,128,900	8
257	317	69	69,500	866,100	684,800	4,440,400	9
1,130	703	190	424,000	1,973,700	2,649,800	21,784,500	10
69	69	3	3,700	46,200	83,200	515,500	11
Selected Kinds of Business							
283	289	41	36,900	202,200	348,600	2,806,000	12
426	329	77	124,100	418,000	550,200	9,298,600	13
98	59	15	20,700	245,200	293,200	3,643,000	14
39	33	11	17,500	50,200	56,500	833,800	15
270	214	53	79,900	363,700	516,900	5,150,200	16
9	-	-	-	2,438,200	2,635,800	17,360,400	17
25	14	6	9,200	47,700	82,100	661,000	18
30	23	12	22,000	76,400	101,300	1,692,800	19
11	4	-	-	155,500	236,500	1,809,600	20
198	125	72	148,000	1,946,000	1,793,500	18,273,800	21
31	27	2	3,000	22,600	50,900	366,500	22
154	138	37	55,100	126,900	199,200	2,587,500	23
229	220	34	50,200	290,500	280,500	2,896,400	24
75	49	24	59,600	155,700	282,900	2,000,600	25
46	28	22	46,800	136,100	180,900	1,621,300	26
57	29	14	41,800	313,400	461,500	2,990,300	27
50	24	26	49,900	105,500	161,300	1,164,900	28
227	145	90	153,200	448,200	529,300	5,576,800	29
163	32	16	43,600	429,600	396,900	3,634,900	30
190	3	7	23,200	445,000	279,600	3,267,800	31
32	19	18	42,800	245,200	331,000	2,263,600	32
42	38	6	8,100	41,700	58,500	458,200	33
254	167	77	186,600	437,400	590,100	4,829,200	34

(2) Reported salaries of proprietors should only be used as a basis for computing the total compensation of proprietors in any kind of business when the number of reporting establishments is relatively large and the number of proprietors receiving a stated salary forms a substantial proportion of the total number of proprietors. Similar precautions should be taken in computing total expenses for any kind of business.



Table 5.—ALBERTA - Sales by Commodities

Commodity (Read note carefully for explanation of terms)	Per cent of each commodity sold to total sales of all stores in same clas- sification	Commodity (Read note carefully for explanation of terms)	Per cent of each commodity sold to total sales of all stores in same clas- sification
<u>Confectionery stores:</u>		<u>Grocery stores (without meat) - cont'd.</u>	
Stores - 468 : Sales - \$3,666,400		Household supplies --	
(Commodity coverage, 10.2%)		Soap .....	1.6
Bakery products, fresh .....	27.4	Other household supplies .....	1.2
Bottled beverages .....	1.1	Miscellaneous merchandise .....	.4
Candy, confectionery and nuts .....	19.0	Stationery, books and magazines ...	.2
Cigars, cigarettes and tobacco .....	2.9		
Fruits and vegetables, fresh .....	12.9	<u>Grocery stores with meats:</u>	
Miscellaneous merchandise .....	1.0	Stores - 129 : Sales - \$4,091,800	
Soda fountain sales and ice cream ..	35.3	(Commodity coverage, 10.5%)	
Stationery, books and magazines .....	.4	Cigars, cigarettes and tobacco ....	2.3
<u>Grocery stores (without meat):</u>		Food and kindred products --	
Stores - 713 : Sales - \$11,906,200		Bakery products, fresh .....	1.8
(Commodity coverage, 34.9%)		Bottled beverages .....	.4
Cigars, cigarettes and tobacco .....	2.5	Candy, confectionery and nuts ....	1.4
Food and kindred products --		Delicatessen, ready-to-serve foods	.1
Bakery products, fresh .....	3.7	Fish and other sea foods, fresh ..	.3
Bottled beverages .....	.3	Fruits and vegetables, fresh .....	5.9
Candy, confectionery and nuts .....	1.7	Butter and cheese .....	4.5
Delicatessen, ready-to-serve foods.	.2	Eggs .....	2.6
Fruits and vegetables, fresh .....	15.6	Lard .....	1.4
Butter and cheese .....	5.4	Flour .....	2.2
Eggs .....	2.2	Sugar .....	7.1
Lard .....	1.8	Salmon, canned .....	.6
Flour .....	4.0	Other groceries (including canned	
Sugar .....	6.2	goods, except salmon) .....	50.6
Salmon, canned .....	.8	Meats, including poultry .....	15.7
Other groceries (including canned		Milk and cream, fluid .....	1.2
goods, except salmon) .....	49.2	Soda fountain sales and ice cream.	.5
Meats, including poultry .....	1.4	Hay, grain and feed .....	.4
Milk and cream, fluid .....	.5	Household supplies --	
Soda fountain sales and ice cream .	.6	Soap .....	.7
Grain and feed .....	.5	Other household supplies .....	.3

Note: Sales by commodities were not reported by all stores in each kind-of-business classification. The commodity coverage indicates the extent to which the sales reported in a given kind-of-business classification can be broken down by commodities and shows the degree to which the total sales of the stores included in the commodity breakdown are representative of the sales of all stores in the same kind-of-business classification. The percentage column shows the proportion which the sales of each commodity forms of the total sales of all stores in the same kind-of-business classification which reported their sales by commodities. Not all stores of any given classification sell every commodity listed thereunder.



Table 5.--ALBERTA - Sales by Commodities (Continued)

Meat markets:		Country general stores - cont'd.	
Stores - 418 : Sales - \$6,313,600		Drugs and drug sundries .....	
(Commodity coverage, 15.5%)		Dry goods and notions .....	
Delicatessen, ready-to-serve foods ..	.6	Cotton piece goods .....	
Fish and other sea foods, fresh .....	2.0	Linen goods .....	
Fruits and vegetables, fresh .....	1.2	Wool and wool-mixed goods ....	
Groceries --		Rayons and celanese .....	
Butter and cheese .....	4.1	Silk and velvet piece-goods ..	
Eggs .....	2.1	Notions (ribbons, lace, etc.).	
Lard .....	1.7	Other dry goods .....	
Meats, including poultry .....	87.4	Farm and garden equipment and	
Milk and cream, fluid .....	.5	supplies --	
Miscellaneous merchandise .....	.4	Farm machinery and farm wagons .....	
Country general stores (groceries with		Wire fencing, gates and posts .....	
dry goods and apparel):		Other farm and garden equipment and	
Stores - 1,123 : Sales - \$27,463,500		supplies .....	
(Commodity coverage, 32.4%)		Food and kindred products --	
Apparel and accessories, women's,		Bakery products, fresh .....	
misses' and children's --		Bottled beverages .....	
Children's wear .....	.4	Candy, confectionery and nuts .....	
Millinery .....	.2	Delicatessen, ready-to-serve foods .	
Hosiery .....	1.1	Fruits and vegetables, fresh .....	
Coats, suits and dresses .....	1.0	Butter and cheese .....	
Underwear, negligees, corsets, etc..	.7	Eggs .....	
Other apparel (except furs) .....	.7	Lard .....	
Appliances and supplies, electrical .	.2	Flour .....	
Automobiles, trucks, buses, tractors		Sugar .....	
and accessories --		Salmon, canned .....	
Passenger automobiles, new .....	.1	Other groceries (including canned	
Tractors, farm and other .....	.1	goods, except salmon) .....	
Parts and accessories (except tires,		Meats, including poultry .....	
tubes and batteries) .....	.1	Milk and cream, fluid .....	
Tires and tubes .....	.1	Fuel --	
Batteries, storage .....	.1	Coal .....	
Building materials --		Fuel oil .....	
Lumber, rough and dressed .....	.8	Furniture .....	
Building paper, wood base, insulat-		Gasoline .....	
ing boards, etc. ....	.1	Hardware --	
Wallboards (except wood base-boards)	.1	Builders' and shelf hardware .....	
Cigars, cigarettes, tobacco and		Carpenters' and mechanics' tools ...	
smokers' supplies --		Other hardware .....	
Cigars, cigarettes and tobacco .....	2.6	Hay, grain and feed .....	
Smokers' supplies .....	.1	Hay, straw and alfalfa .....	
Clothing and furnishings, men's and		Grain and feed .....	
boys' --		Heating and plumbing equipment and	
Custom tailoring .....	.3	supplies .....	
Suits .....	.5	Home furnishings --	
Overcoats .....	.2	Draperies, upholstery, curtains, etc.	
Hats and caps .....	.4	Floor coverings .....	
Underwear, hosiery and shirts .....	1.3	Bedding, mattresses, springs, etc. .	
Other furnishings .....	.8	China, glassware, crockery, etc. ...	
Work clothing .....	2.4	Kitchen utensils .....	
Other clothing .....	.9	Other home furnishings .....	



Table 5.--ALBERTA - Sales by Commodities: (Continued)

Country general stores -- cont'd.

Household supplies --	
Soap .....	.6
Other household supplies .....	.4
Infants' wear .....	.3
Jewellery, silverware, clocks and watches .....	.1
Miscellaneous merchandise .....	.2
Paints, varnishes, glass and mirrors .....	.4
Painters' supplies .....	.7
Radios and radio equipment .....	.3
Seeds, bulbs, plants, etc. ....	.1
Shoes and other footwear:	
Footwear, wholly or chiefly of leather --	
Men's or boys' .....	2.5
Women's or misses' .....	1.4
Children's .....	.6
Felt footwear .....	.2
Rubber footwear .....	1.4
Stationery, books and magazines ....	.3
Stoves, ranges and heaters (other than electric or gas) .....	.1
Toilet articles and preparations ...	.1
Toys and games .....	.1

Dry goods stores:

Stores -- 34 : Sales -- \$749,100	
(Commodity coverage, 78.9%)	
Apparel and accessories, women's, misses' and children's --	
Children's wear .....	.9
Millinery .....	.3
Hosiery .....	7.1
Coats, suits and dresses .....	9.0
Underwear, negligees, corsets, etc.	4.4
Other apparel (except furs) .....	2.0
Clothing and furnishings, men's and boys' .....	.6
Draperies, upholstery, curtains, etc.	2.2
Dry goods and notions --	
Cotton piece goods .....	14.0
Linen goods .....	5.6
Wool and wool-mixed goods .....	3.5
Rayons and celanese .....	13.5
Silk and velvet piece goods .....	17.3
Notions (ribbons, lace, etc.) .....	5.7
Other dry goods .....	7.5

Dry goods stores -- cont'd.

Furs and fur goods .....	.2
Miscellaneous merchandise .....	.1
Shoes and other footwear .....	5.6
Stationery, books and magazines ....	.4
Toys and games .....	.1
<u>Variety, 5-and-10, and to-a-dollar stores:</u>	
Stores -- 14 : Sales -- \$1,844,200	
(Commodity coverage, 91.6%)	
Antiques, art goods; statuary and gifts .....	3.4
Apparel and accessories, women's, misses' and children's --	
Millinery .....	1.3
Hosiery .....	8.2
Coats, suits and dresses .....	1.6
Underwear, negligees, corsets, etc.	1.2
Other apparel (except furs) .....	1.2
Appliances and supplies, electrical.	1.8
Automobile parts and accessories (except tires, tubes and batteries)	.1
Clothing and furnishings, men's and boys' .....	2.9
Food and kindred products --	
Bakery products, fresh .....	.2
Candy, confectionery and nuts .....	7.1
Other food products .....	.4
Soda fountain sales and ice cream .	2.0
Hardware .....	10.3
Home furnishings --	
China, glassware, crockery, etc. ..	8.0
Kitchen utensils .....	3.8
Other home furnishings .....	1.4
Infants' wear .....	1.3
Jewellery (mainly costume) .....	4.0
Leather goods .....	.3
Musical instruments and accessories.	.5
Notions (ribbons, lace, etc.) .....	13.4
Receipts from sale of meals .....	1.2
Seeds, bulbs, plants, etc. ....	1.0
Stationery, books and magazines ....	9.1
Tires, tubes and tire accessories ..	.1
Toilet articles and preparations ...	7.6
Toys and games .....	6.6



Table 5.—ALBERTA — Sales by Commodities (Continued)

Automobile dealers:

Stores - 236 : Sales - \$19,174,800	
(Commodity coverage, 85.6%)	
Automobiles, trucks, buses, tractors and accessories --	
Passenger automobiles, new .....	33.6
Passenger automobiles, used .....	19.7
Commercial cars and trucks, new ...	3.9
Commercial cars and trucks, used ..	1.8
Tractors, farm and other .....	.9
Buses .....	.1
Special purpose vehicles .....	.2
Parts and accessories (except tires, tubes and batteries) .....	11.4
Tires and tubes .....	2.7
Tires and tubes, sold to other dealers .....	.1
Passenger automobiles, new, sold to other dealers .....	3.6
Commercial cars and trucks, new, sold to other dealers .....	.4
Parts and accessories (except tires, tubes and batteries) sold to other dealers .....	.6
Batteries, storage .....	.5
Gasoline .....	8.1
Miscellaneous merchandise .....	.4
Oils and greases .....	1.9
Radios and radio equipment --	
Radios .....	.6
Radio parts and accessories .....	.1
Service .....	9.4

Automobile dealers with farm implements:

Stores - 82 : Sales - \$3,014,800	
(Commodity coverage, 53.0%)	
Automobiles, trucks, buses, tractors and accessories --	
Passenger automobiles, new .....	18.3
Passenger automobiles, used .....	10.8
Commercial cars and trucks, new ...	2.9
Commercial cars and trucks, used ..	1.2
Tractors, farm and other .....	7.6
Passenger automobiles, new, sold to other dealers .....	.5
Commercial cars and trucks, new, sold to other dealers .....	.1
Special purpose vehicles .....	.1
Tires and tubes .....	3.9
Parts and accessories (except tires, tubes and batteries) .....	8.1
Batteries, storage .....	5

Automobile dealers with farm implements - cont'd.

Farm implements .....	15.2
Gasoline .....	13.5
Miscellaneous merchandise .....	1.8
Oils and greases .....	5.3
Radios and radio equipment --	
Radios .....	.4
Radio parts and accessories .....	.1
Service .....	9.2

Filling stations:

Stores - 113 : Sales - \$890,700

(Commodity coverage, 16.9%)

Fuel oil .....	.2
Gasoline .....	89.9
Oils and greases .....	9.9

Filling stations with tires and accessories:

Stores - 245 : Sales - \$3,493,000

(Commodity coverage, 34.4%)

Automobile parts and accessories (except tires, tubes and batteries) .....	8.0
Batteries, storage .....	1.0
Gasoline .....	70.3
Oils and greases .....	10.4
Radios and radio equipment .....	.4
Service .....	4.8
Tires and tubes .....	5.1

Garages:

Stores - 355 : Sales - \$3,515,700

(Commodity coverage, 25.4%)

Automobile parts and accessories (except tires, tubes and batteries)-	
To ultimate consumers .....	12.9
To other dealers .....	.1
Batteries, storage .....	1.4
Farm machinery .....	1.1
Gasoline .....	44.4
Miscellaneous merchandise .....	1.7
Oils and greases .....	7.6
Radios and radio equipment .....	.1
Service .....	24.7
Tires and tubes .....	6.0



Table 5.--ALBERTA - Sales by Commodities (Continued)

Men's and boys' clothing and furnishings stores:

Stores - 89 : Sales - \$2,358,700

(Commodity coverage, 32.6%)

Custom tailoring .....	.9
Hats and caps .....	5.9
Miscellaneous merchandise .....	1.1
Overcoats .....	9.1
Shoes .....	5.6
Suits .....	25.4
Underwear, hosiery and shirts .....	22.5
Other furnishings .....	15.7
Work clothing .....	10.6
Other clothing .....	3.2

Family clothing stores:

Stores - 51 : Sales - \$1,695,800

(Commodity coverage, 58.6%)

Apparel and accessories, women's, misses' and children's --	
Children's wear .....	3.9
Millinery .....	1.6
Hosiery .....	6.0
Coats, suits and dresses .....	11.4
Underwear, negligees, corsets, etc. ....	4.1
Other apparel (except furs) .....	4.6
Clothing and furnishings, men's and boys' --	
Custom tailoring .....	2.2
Suits .....	6.1
Overcoats .....	4.3
Hats and caps .....	2.1
Underwear, hosiery and shirts .....	5.2
Other furnishings .....	6.3
Work clothing .....	6.0
Other clothing .....	2.2
Dry goods and notions --	
Cotton piece goods .....	3.2
Linen goods .....	.6
Wool and wool-mixed goods .....	1.3
Rayons and celanese .....	1.4
Silk and velvet piece goods .....	1.7
Notions (ribbons, lace, etc.) .....	1.3
Other dry goods .....	1.5
Furs and fur goods .....	.5
Home furnishings --	
Draperies, upholstery, curtains, etc. ....	.5
Floor coverings .....	.4
Bedding, mattresses, springs, etc.. ....	.3
China, glassware, crockery, etc. ....	.2
Other home furnishings .....	.7
Infants' wear .....	.8
Luggage .....	.1

Family clothing stores - cont'd.

Miscellaneous merchandise .....	.2
Shoes and other footwear:	
Footwear, wholly or chiefly of leather -	
Men's or boys' .....	6.3
Women's or misses' .....	7.1
Children's .....	2.5
Felt footwear .....	.6
Rubber footwear .....	2.8

Women's ready-to-wear stores:

Stores - 72 : Sales - \$3,216,700

(Commodity coverage, 45.6%)

Apparel and accessories, women's, misses' and children's --	
Children's wear .....	.2
Millinery .....	3.3
Hosiery .....	10.4
Coats, suits and dresses .....	61.4
Underwear, negligees, corsets, etc. ....	11.6
Other apparel (except furs) .....	4.4
Dry goods and notions .....	.8
Furs and fur goods .....	1.7
Leather goods .....	.3
Miscellaneous merchandise .....	.1
Service .....	.3
Shoes, women's .....	5.3
Toilet articles and preparations ...	.2

Shoes stores (men's, women's and children's):

Stores - 64 : Sales - \$1,237,000

(Commodity coverage, 31.0%)

Hosiery .....	1.0
Service (repair) .....	2.7
Shoes and other footwear:	
Footwear, wholly or chiefly of leather -	
Men's or boys' .....	30.7
Women's or misses' .....	46.4
Children's .....	8.2
Felt footwear .....	1.3
Rubber footwear .....	9.7

Hardware stores:

Stores - 273 : Sales - \$6,160,000

(Commodity coverage, 39.1%)

Appliances and supplies, electrical--	
Household appliances, motor-driven (except refrigerators) .....	1.2
Household heating appliances, portable .....	.3



Table 5.--ALBERTA - Sales by Commodities (Continued)

Hardware stores - cont'd.		Hardware stores - cont'd.	
Appliances and supplies, electrical - cont'd.		Seeds, bulbs, plants, etc. ....	.1
Lighting equipment .....	.4	Service .....	.2
Incandescent lamps .....	.7	Silverware, plated .....	.9
Construction materials .....	.1	Soap, cleaning compounds and other household supplies .....	.2
Batteries, storage .....	.2	Sporting goods, including gymnasium equipment .....	1.1
Bicycles and accessories .....	.1	Stationery, books and magazines ....	.1
Building materials .....	1.3	Sterling silverware .....	.4
Cement .....	.1	Stoves, ranges and heaters (other than electric or gas) .....	3.2
Lime, plaster, etc. ....	.1	Tires, tubes and tire accessories ..	.3
Roofing materials (except wood shingles and shakes) ..	.4	Toys and games .....	.2
Building paper, wood base, insulating boards, etc. ....	.5	Wallpaper .....	.2
Other building materials ....	.2	Watches .....	.2
Clocks .....	.6	<u>Lumber and building materials:</u>	
Farm and garden equipment and supplies --		Stores - 184 : Sales - \$3,962,700	
Farm machinery and farm wagons ....	.4	(Commodity coverage, 61.0%)	
Wire fencing, gates and posts .....	1.9	Building materials --	
Other farm and garden equipment and supplies .....	4.1	Brick, tile, terra cotta, etc. ....	.8
Fuel (coal) .....	.2	Cement .....	5.8
Furniture .....	.9	Lime, plaster, etc. ....	2.0
Gas appliances and supplies --		Lumber, rough and dressed .....	74.4
Stoves, ranges and water heaters ..	.9	Planing mill products, woodwork ...	6.7
Other appliances and supplies .....	.2	Wood shingles and shakes .....	2.9
Gasoline .....	2.0	Roofing materials (except wood shingles and shakes) .....	.6
Hardware --		Iron and other metal building materials .....	.1
Builders' and shelf hardware .....	21.2	Building paper, wood base, insulat- ing boards, etc. ....	1.3
Carpenters' and mechanics' tools ..	4.4	Wallboards (except wood base-boards)	1.8
Other hardware .....	33.4	Other building materials .....	.9
Heating and plumbing equipment and supplies .....	1.5	Farm and garden equipment and supplies .....	.7
Home furnishings --		Hardware .....	1.6
Floor coverings .....	.3	Paints, varnishes, lacquers, etc. ..	.4
Bedding, mattresses, springs, etc..	.3	<u>Lumber and building materials (coal and wood):</u>	
China, glassware, crockery, etc. ....	1.3	Stores - 195 : Sales - \$3,375,000	
Kitchen utensils .....	1.8	(Commodity coverage, 75.8%)	
Refrigerators (electric and gas) ..	.1	Appliances and supplies, electrical.	
Other home furnishings .....	.1	Building materials --	
Leather goods .....	.6	Brick, tile, terra cotta, etc. ....	1.3
Luggage .....	.2	Sand and gravel .....	.7
Miscellaneous merchandise .....	.6	Cement .....	5.0
Oils and greases .....	1.5	Lime, plaster, etc. ....	2.0
Paints, varnishes, glass and painters' supplies --		Lumber, rough and dressed .....	54.8
Paints, varnishes, lacquers, etc. .	6.9	Planing mill products, woodwork ...	8.5
Glass .....	1.2	Wood shingles and shakes .....	3.7
Painters' supplies .....	.6		
Radios and radio equipment --			
Radios .....	1.1		
Radio parts and accessories .....	.3		



Table 5.--ALBERTA - Sales by Commodities (Continued)

Lumber and building materials (coal and wood) - cont'd.	
Building materials - cont'd.	
Roofing materials (except wood shingles and shakes) .....	.6
Building paper, wood base, insulating boards, etc. ....	1.7
Fallboards (except wood base-boards) .....	2.3
Other building materials .....	2.5
Farm and garden equipment and supplies .....	1.0
Coal .....	10.7
Wood, coke and other fuels .....	.3
Gasoline, lubricating oils and greases .....	.1
Hardware ---	
Builders' and shelf hardware .....	1.7
Other hardware .....	.5
Heating and plumbing equipment and supplies .....	.6
Miscellaneous merchandise .....	.9
Paints, varnishes, lacquers, etc. ..	.7
Radios .....	.2
Service .....	.1

Furniture stores:

Stores - 40 : Sales - \$2,309,600

(Commodity coverage, 60.5%)

Furniture ---	
Bedroom .....	20.5
Living room, library and hall .....	28.5
Dining room .....	16.5
Kitchen .....	3.8
Other household furniture .....	2.1
Office and store furniture .....	.1
Gas stoves and ranges .....	.5
Home furnishings ---	
Draperies, upholstery, curtains, etc. ....	5.0
Floor coverings .....	9.4
Bedding, mattresses, springs, etc..	3.1
Kitchen utensils .....	.2
Other home furnishings .....	4.5
Radios and radio equipment ---	
Radios .....	2.4
Radio parts and accessories .....	.2
Secondhand furniture .....	3.2

Farm implement dealers:

Stores - 56 : Sales - \$1,845,900

(Commodity coverage, 51.1%)

Automobiles, trucks, buses, tractors and accessories ---	
Commercial cars and trucks, used...	.2
Tractors, farm and other .....	31.6
Farm and garden equipment and supplies -	
Farm machinery .....	43.2
Farm wagons .....	.3
Wire fencing, gates and posts .....	1.5
Other farm and garden equipment and supplies .....	7.7
Gasoline .....	.4
Miscellaneous merchandise .....	.4
Oils and greases .....	1.8
Repair parts for farm machinery ....	2.1
Road machinery .....	5.9
Secondhand machinery .....	4.1
Service .....	.8

Farm implement agents:

Stores - 579 : Sales - \$3,256,000

(Commodity coverage, 9.5%)

Automobiles, trucks, buses, tractors and accessories ---	
Passenger automobiles, new .....	.7
Passenger automobiles, used .....	.2
Commercial cars and trucks, new ...	2.7
Tractors, farm and other .....	38.5
Parts and accessories (except tires, tubes and batteries) .....	.2
Batteries, storage .....	.1
Farm and garden equipment and supplies ---	
Farm machinery .....	44.9
Farm wagons .....	.2
Other farm and garden equipment and supplies .....	4.3
Gasoline .....	.4
Miscellaneous merchandise .....	.6
Oils and greases .....	.8
Radios .....	.2
Repair parts for farm machinery ....	4.7
Secondhand machinery .....	1.2
Service .....	.3



Table 5.--ALBERTA - Sales by Commodities (Continued)

<u>Drug stores:</u>	
Stores - 289 : Sales - \$5,443,600	
(Commodity coverage, 52.9%)	
Bottled beverages .....	.4
Cameras and photographic supplies --	
Cameras .....	.7
Photographic supplies .....	2.4
Candy, confectionery and nuts .....	3.9
Cigars, cigarettes, tobacco and smokers' supplies --	
Cigars, cigarettes and tobacco ....	5.4
Smokers' supplies .....	.4
Drugs and drug sundries --	
Prescriptions .....	8.1
Drugs, patent medicines and compounds .....	38.0
Rubber sundries .....	2.4
Drug sundries .....	2.7
Miscellaneous merchandise .....	1.0
Professional and scientific instruments and equipment .....	.4
Radios and musical instruments .....	.6
Service --	
Miscellaneous services .....	.3
Photo finishing .....	1.6
Soda fountain sales, ice cream and lunches .....	6.2
Stationery, books and magazines --	
Books .....	.8
Magazines and newspapers .....	3.0
Writing paper, envelopes, patterns, tablets and index cards .....	2.2
Paper cups, dishes and other paper goods .....	.4
Blank books and loose-leaf note books .....	.4
Fountain pens and pencils .....	1.0
Other stationery and stationers' supplies .....	1.7
Surgical, dental and hospital supplies .....	1.2
Toilet articles and preparations --	
Toilet preparations and cosmetics .	12.3
Toilet articles .....	2.5



















